



# INDUSTRIAL TRAINING REPORT

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# INTRODUCTION

Practical training is a part of study program in university, and it is compulsory for students to undergo practical training before graduation. This program is crucial for final year students as it helps students to adapt and familiarize with real life working environment. During internship programme, students are exposed to real working environments, thus, helps them learn to utilize their knowledge and ability in a professional field. Undergraduates also can grow their skills, and expand their knowledge when they are involved in real working situations. Thus, this could help to increase their competency and performance in performing task efficiently.

As a final year student that are currently undergo practical training in a private company, I believe that this programme opens a big opportunity for students to seek for their job after graduations. Nowadays, employer mostly seek an employee with many working experiences and that a disadvantage to fresh graduates as they have no experiences. During internship programme, students could seek opportunity to possess talent that are highly valued by employer such as technical skills, problem solving skills and soft skills to compete in job market with high competitiveness. Committed and enthusiastic in completing the job also could increase the opportunity for the undergraduates to be hired by a company.





AVEE GLOBAL

# ABOUT COMPANY

Avee Global, formerly known as Miyazu, changed its name to Advanced Vehicle Engineering Global SDN BHD (AVEESB) in December 2021 as the major shareholders from Japan departed from the company due to the joint venture Proton with Geely Group from China. Avee Global has been in this industry since 2003. Avee Global's intended aim is to develop tooling engineering and production competence for Malaysia. The next step is to acquire and upgrade technology and industrial capabilities within the Tool- Dies- Mould business, and finally to optimise the trade balance connected to the importance of automated production tools, dies, and mould.

# ABOUT COMPANY

Avee Global also has three major primary department operations: tooling plants, which are the only number one class dies maker in Malaysia, hot press forming plants (HPF), which are the only number one in the Asian region and sub-assembly plants which our new babies in Avee Global/. The tooling plant began operations in December 2007 and has 74 employees who execute 1,576 die sets classified as A-class and B-class. The tooling company has 22 clients both in Malaysia and internationally. Meanwhile, the HPF began operations in February 2012 with 52 employees. Avee Global, a company that specialises in Automotive Tooling Engineering, Design, and Manufacturing, is currently the major die provider for Proton vehicles. With more than ten years of business expertise, AVEE today employs approximately 250 people in tooling plants in Shah Alam and Tanjung Malim.

Malaysia's automotive is an exciting industry, with ongoing demands for better innovation in the tooling engineering and production fields. AVEE strives to further strengthen Malaysia's reputation in the eyes of the globe in its business by providing high-quality products and services to its clients. Malaysia, which was placed third in the Global Services Location Index by A.T. Kearney for two consecutive years (2004-2005), is one of the most attractive business destinations among international investors. Malaysia is one of the top destinations for foreign investment due to its low prices, notably for infrastructure, favourable business environment among emerging economies, and high levels of global integration.

# ABOUT COMPANY

By 2026, Avee Global's corporate mission is to be the premier world-class tooling engineering, design, and manufacturing specialist in Malaysia and South East Asia. Avee Global's Corporate Mission is to provide customers with highly innovative, quality products and professional services, to generate the best possible value for our shareholders, to serve the communities where we do business, and, finally, to protect the health of our workers and the wellness of our environment. Avee Global's goals are to lead the development of Automotive Tooling, Engineering Design, Manufacturing and Sub-assembly know-how in Malaysia, to develop full Malaysian capability in Engineering Design, Manufacturing, and Maintenance for A-Class Tooling by 2008, and to provide a competitive 'One-stop Solution' for tooling and & engineering needs in Malaysia at first, then expanding to other ASEAN-related companies by 2010.

# ABOUT COMPANY



**AVEE GLOBAL**



**COMPANY LOGO**



**BUILDING OF AVEE GLOBAL SDN. BHD.**

# ABOUT COMPANY



## COMPANY LOCATION

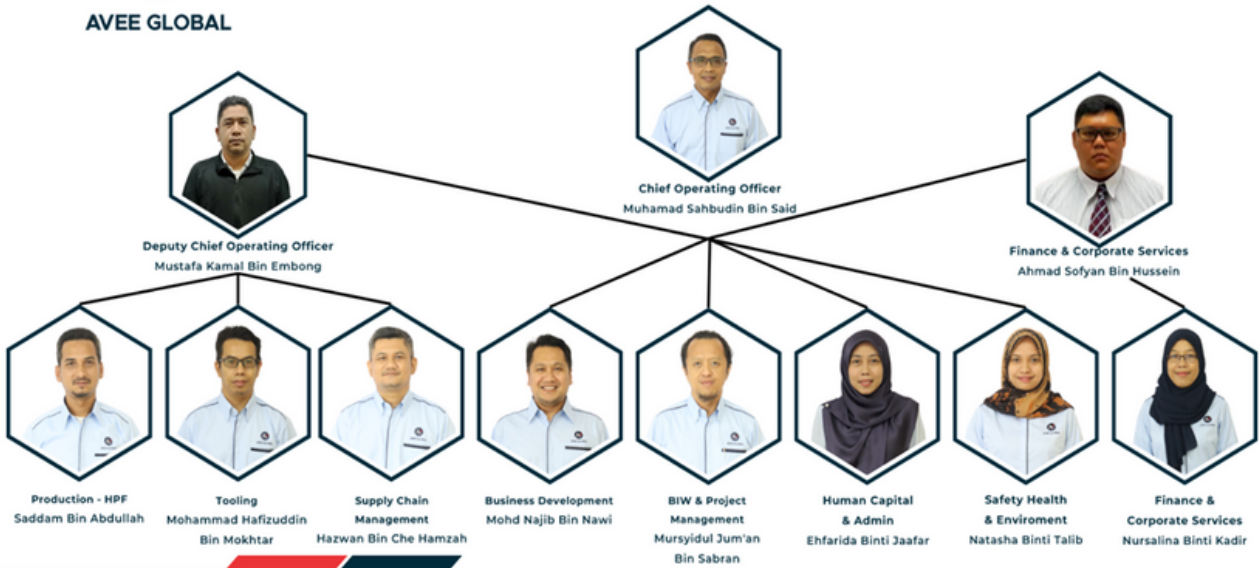
**Lot No 17, 4, Jalan Jelawai 1, Proton City,  
35900 Tanjung Malim, Perak  
Tel: (+605) 450 8873  
Fax : (+605) 458 2204**

# AVEE GLOBAL ORGANIZATIONAL CHART



AVEE GLOBAL

## Company Organization







AVEE GLOBAL

# VISION

To Become The Leading World Class Automotive Tooling Engineering, Design and Manufacturing Specialist in Malaysia South East Asia (ASEAN) by 2026.

# MISSION

- To provide customers with highly innovative, quality products and professional services.
- To generate for our shareholders the best values possible.
- To serve the communities where we do business.
- To protect the health of our workers and the wellness of our environment.



AVEE GLOBAL

# MY EXPERIENCE IN AVEE GLOBAL



My six-month industrial training programme begins on March 1, 2023. On my first day, I was briefed on the company's type of business to briefly understand the types of services provided and my role as a trainee during the initial meeting with the Head of HR, Puan Ehfarida. As a HR trainee, I was given the responsibility to handle daily attendance for the support service department. This is a good opportunity for me, as I was able to learn how important HR functions really are.

During the first week of internship, I was able to join Genba, an activity conducted by Safety, Health & Environment (SHE) department which requires staff to visit Tooling and HPF factory. During Genba activity, I was explained by the staff on the production line and the process carried out in HPF and Tooling business, so I have better understanding on the nature of the business.





AVEE GLOBAL

# MY EXPERIENCE IN AVEE GLOBAL



I also actively participated in HR programmes such as Jom Sahur, Weight Loss Programme, Townhall Programme, Signing Ceremony Agreements Programme, and many other activities that I have done.

Next, I also experienced an HR recruiter who is responsible for an organisation's hiring practises and ensures that the company hires the best possible talent. This is a new experience for me to know how to scan people by their appearance and what the expected questions are that the interviewer will ask. I can use this experience for my future career growth.



# PESTEL

## OPPORTUNITIES

- **Technology** - The development in technology is the beneficial for the performance and position of the Avee. Technology is the demand of the current market that affected the sales in the automotive sector.

## THREATS

- **Economics** - Avee Global sales fall year by year due to different economic condition, the worldwide financial crisis affected the Malaysian financial status in the automotive sector.

# SWOT ANALYSIS

## STRENGTH

Delivering solutions through innovation and automations

## WEAKNESSES

Lack of technology and expertise that penetrate in OEM industries in Asia

## OPPORTUNITIES

Expend business on internal innovation of automotive production

## THREATS

Shortage of highly skilled machinists and experienced tools design engineers, prerequisites for tool-making

# SWOT ANALYSIS

## STRENGTH

As mould makers meet the market demand for constantly reducing lead times, automation usage is rising. Better, quicker tools and procedures have been implemented by AVEE Global Manufacturers and Suppliers. Over the past ten years, the incorporation of automation into every stage of the design and construction of moulds has grown in popularity as mould producers recognize how operations will be streamlined and equipment use will be optimized. It does take some careful consideration as to how a mould is handled and how the design and build process may be expedited by implementing automation in every step of the way.

Ingress Industrial (Malaysia) Sdn Bhd, an ASEAN automotive component manufacturer with global reach, is gearing up to become a total system provider as the auto industry transforms and as automakers explore the potential of the urban commute in cities all over the world and of a new generation of drivers. Modern manufacturing techniques used by Ingress in roll forming, joining, bending, hot press forming, stamping, fine blanking, and welded assembly have allowed the company to create the full spectrum of components for AVEE Global.

# SWOT ANALYSIS

## STRENGTH

This includes vehicle body assembly, co-extruded mouldings, embossed heat insulators, exhaust systems, door sashes, full door systems, and exhaust systems. Front, back, side, roof, and understructure modules are the goods specifically produced by the automobile body vehicle stampings and welding assembly. Door sashes (door frames), inner sashes, and glass guides are the products of roll forming. The goods used for heat management include bellows, EGR pipes, exhaust manifold heat shields, rear muffler heat shields, and exhaust tunnel heat shields. Additionally, it has the ability to manufacture dies on-site. Ingress has started offering an industrial solution to Industry as a provider of automation solutions using Collaborative Robot (Cobot). Ingress has the capacity to provide cutting-edge engineering solutions and knowledge to the area's automotive businesses. It is today regarded as one of the top producers of automotive parts in the area, with operations not only in Malaysia but also in Thailand, Indonesia, India, Japan, the UK, and France. This distinctive quality has established the ingress brand as a global ASEAN business.

# SWOT ANALYSIS

## WEAKNESSES

Automotive industry is a specialize industry that required a highly, skilled labor and sophisticated machinery. Trade specialization is a trait of traditional maintenance organizations. When the task calls for specialized knowledge and the workload can be distributed fairly evenly, trade specialization is suitable. Maintenance work necessitates a variety of abilities, though one was is typically predominate. Inter-trade flexibility is crucial in these circumstances. A workforce with a variety of skills can help with this. However, due of the investment in training and the installation of the new structure, switching from a highly specialized structure to a flexible one is sometimes a time-consuming and costly procedure.

The roles of plant operator and first-line maintainer are increasingly being combined in maintenance management, in addition to allowing for greater inter-trade flexibility within the maintenance staff. The operator-maintainer is qualified to run the machinery and do basic repairs in all the conventional trades. The effectiveness of maintenance can be impacted by operators. Operators who are more intimately acquainted with the equipment they use on a daily basis can easily prevent breakdowns, anticipate failures, and extend equipment life without disrupting their production activity.

# SWOT ANALYSIS

## WEAKNESSES

However, in order to achieve this, they must have a keen awareness of their equipment, which may call for extensive training. They must be taught how, when, and what to lubricate machinery, as well as the best ways to monitor vital signs and report anomalies. They must also know what to do to keep machines in good working order. Three key advantages come from including operators in routine maintenance and repair of important plant assets: The proximity of the operator to the asset significantly reduces or eliminates travel time and waiting, which lowers the cost of maintenance labor. Second it eliminates the "we-they" mindset that is so pervasive in many facilities. Thirdly, it increases the availability of the highly experienced maintenance staff for those maintenance operations requiring specialized talent, rebuilds, and overhauls. Production and maintenance must work as a cohesive team; giving these responsibilities to operating teams increases the return on the burdened, sunk cost of the production workforce and allows for more efficient use of the maintenance crafts.

# SWOT ANALYSIS

## OPPORTUNITIES

Proton intends to increase its competitiveness in the Asian region while keeping in mind the post-AFTA scenario. Through Avee Global, it plans to gather internal car body assembling production technology, which is the key technology in auto manufacturing. As a first stage, Malaysia will offer Proton with the press dies as well as engineering advice services regarding the die production for the new car model "TRM," for which production will start in December 2005. Additionally, Avee Global will handle all purchasing processes for the specific jigs and equipment that Proton will buy. As a result, Avee Global will continue to provide Proton with the special jigs and equipment it purchased.

Along with climate change, poor air quality in the world's expanding cities is now a significant political concern, and reducing automobile emissions is regarded as a quick solution. This has produced a number of effects, including the UK government's recent announcement that petrol and diesel cars and vans will no longer be sold starting in 2040. Even though the industry was already moving toward an electric future, this announcement has brought attention to the fact that electric vehicles are the future. Supply chain businesses have a lot of chances in industries including batteries, electric motors, and power electronics.



# SWOT ANALYSIS

## OPPORTUNITIES

Organization does not have to be an expert in battery chemistry to be a part of the supply chain for batteries, to use an example. Batteries are made up of cells that combine to form modules that are assembled into a pack. The finished battery pack is made up of numerous additional components, including things like the steel battery cases. Aave Global can and should train their staff to deal with this new technology, including in the fields of design, engineering, sales, after-sales service, and recycling, as there is a significant opportunity for a Tier 1 battery supply chain to emerge in the nation.

# SWOT ANALYSIS

## THREATS

The tool business, often referred to as the "mother of all industries," is crucial to the competitiveness and sustainability of several vital industrial sectors, including rubber, electronics, packaging, home appliances, and, most significantly, the automotive industry.

Whereas dies are used to shape sheet metal, moulds are instruments for making plastic items. Jigs and fixtures are tools for retaining components during machining, assembly, and testing while liquid metals, such as aluminum alloys, are formed into components through die-casting. Making all of these items is known as "tool-making," and the professionals are "toolmakers." The quality of the tooling designed for mass manufacturing determines how well parts and components are supplied to finished goods assemblers or original equipment manufacturers. As an illustration, the success of moulded plastic parts results from the ability of designing, engineering, and the appropriate tools (moulds) in their manufacturing processes. High-quality tools have ideal dimensional stability, great thermal conductivity, are robust and tough, and can sustain compressive stress. Cost-effectiveness and the industry's competitive edge require tools that can consistently manufacture parts with high levels of precision and finishing quality.

# SWOT ANALYSIS

## THREATS

In addition to precise machining operations used in tool manufacture, using the appropriate tool materials and a heat-treating procedure prior to final assembly are two more ways to ensure that tools have high-quality attributes. The Malaysia Moulds and Dies Association's membership consists of about 240 toolmakers who work locally today. For the manufacturing sector, they are engaged in the production of numerous kinds of tools. The creation of moulds and dies for the regional automobile industry is said to be a specialty of about 20 of these toolmakers. For the production of all the parts and components in each new vehicle model introduction, around 800 moulds and nearly a similar number of dies are needed. More than 1,500 sets of these moulds and dies must be finished in the period allotted for the pre-production and mass manufacturing of the vehicles. To achieve the new model's launch deadline is a difficult task for tool makers, vendors, and car assemblers alike.

# SWOT MATRIX

## SO STRATEGIES

Products that are in high demand must be offered. The automobile business is one of those that produces high-demand goods.

## ST STRATEGIES

Businesses and industries must constantly develop their products to maintain a competitive advantage in the face of today's technological advancements. Spending extensively on R&D is required to do this.

## WO STRATEGIES

Avee should develop the innovative technology to raise the sales of it. It will help to increase the share price in the competitive market. Avee should maintain coordination between the mission, vision and statement objective to survive in the competitive market.

## WT STRATEGIES

Avee should develop new technologies to increase the company's revenue. It will aid in raising the share price in a competitive market. To thrive in a competitive market, Avee needs maintain synergy between the mission, vision, and statement objective.

# CONCLUSION

I learned to be emotionally and physically prepared for whatever challenges that were ahead during my six-month industrial training at Avee Global Sdn. Bhd. This internship programme is essential because it gives students the chance to gain experience in a real workplace. Learning new skills, adjusting to a new work environment, and completing tasks on time may be difficult. These situations are not common for those pupils while they are attending college. As a result, they will become more self-assured and confident as they become more aware of their own strengths. Furthermore, I discovered that good communication is important in groups since it enables us to collaborate to solve problems and come up with the best solution.

Last but not least, I recommend students to prepare themselves for it because we will always be learning new things and not everyone will have the chance to do so. It's important to understand what you're doing and to not be afraid to ask for help, as I have found that everyone at Avee Global Sdn. Bhd is really helpful and polite. They'll cooperate with us to define the issue and provide a workable fix.

# APPENDICES



Team of HR Department



# APPENDICES



Allocate Bubur Lambuk for all staff



Give prizes for the winners of big loss program



# APPENDICES



Program Iftar with SCM department's staff



Joining Proton Games



# APPENDICES



Event of Hari Raya

# APPENDICES



Scrap metal





# OUR ORIGINAL REPORT

## Document Information

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## Sources included in the report

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AVEE GLOBAL

# THANK YOU



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